

Redwood Coast Regional Industry Cluster Report

I. How we identified our regional clusters of opportunity?

We analyzed all the NAICS code and NETS data according to the following criteria:

- Increases in wages
- Increases in jobs
- Increases in firms
- Increases in concentration quotient (jobs in region versus CA)
- Career opportunities

Those sectors with increases in these areas were reviewed with local knowledge and clusters of opportunity were identified. Additionally, we interviewed leading business owners in the clusters to determine the drivers behind the growth.

II. How we engaged employer to develop cluster action plans?

We formed teams around each industry cluster. Each team reviewed a list of companies in the sectors of the cluster. Business owners from a cross-section of the cluster were identified, called and convened into meetings. Two sub-processes to the cluster convening also supported the action plan development. Where the cluster was emerging, we conducted interviews with the leaders and then discussed and compiled the results. We developed 8 cluster action plans and one cross-cluster action plan.

III. How we are leveraging implementation resources and commitments?

We completed or forwarded several cluster implementation projects. Several grants have been submitted (\$780,000) to carry forward this work. Our experience is that leveraging resources and commitments occurs over time and is both a product of planning and being opportunistic. We use the knowledge of what our industries need to take advantage of opportunities, develop new projects, align policies and attract capital for implementation.

IV. How are we achieving sustainable, systemic change?

We are using the action plans as a foundation for the update of the Comprehensive Economic Development Strategy (CEDS) of Humboldt County. We are forming a shared strategy across the counties and tribes in the region that will support each to have a localized CEDS that is also connected on a regional level. This framework will support coordinated efforts to meet common industry needs across the region.

In the process, we have build collaborative relationships and a team of people across the region that understand the industries, their needs and can now work to integrate into policy and develop projects to meet needs.